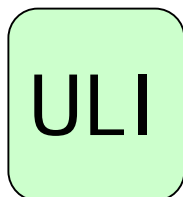


AN ADVISORY SERVICES PANEL REPORT

Central Beach Fort Lauderdale, Florida



**Urban Land
Institute**



ULI

ULI - THE URBAN LAND
INSTITUTE



Fort Lauderdale Central Beach
Advisory Services Panel
November 10 - 15, 2002

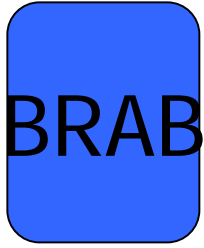
Review and Recommendations
By The
Beach Redevelopment Advisory Board
City of Fort Lauderdale



BRAB

September 3, 2003





BACKGROUND & INTRODUCTION



The ULI Panel conducted its review of the Central Beach November 10 – 15, 2002, and submitted its final report in April 2003.

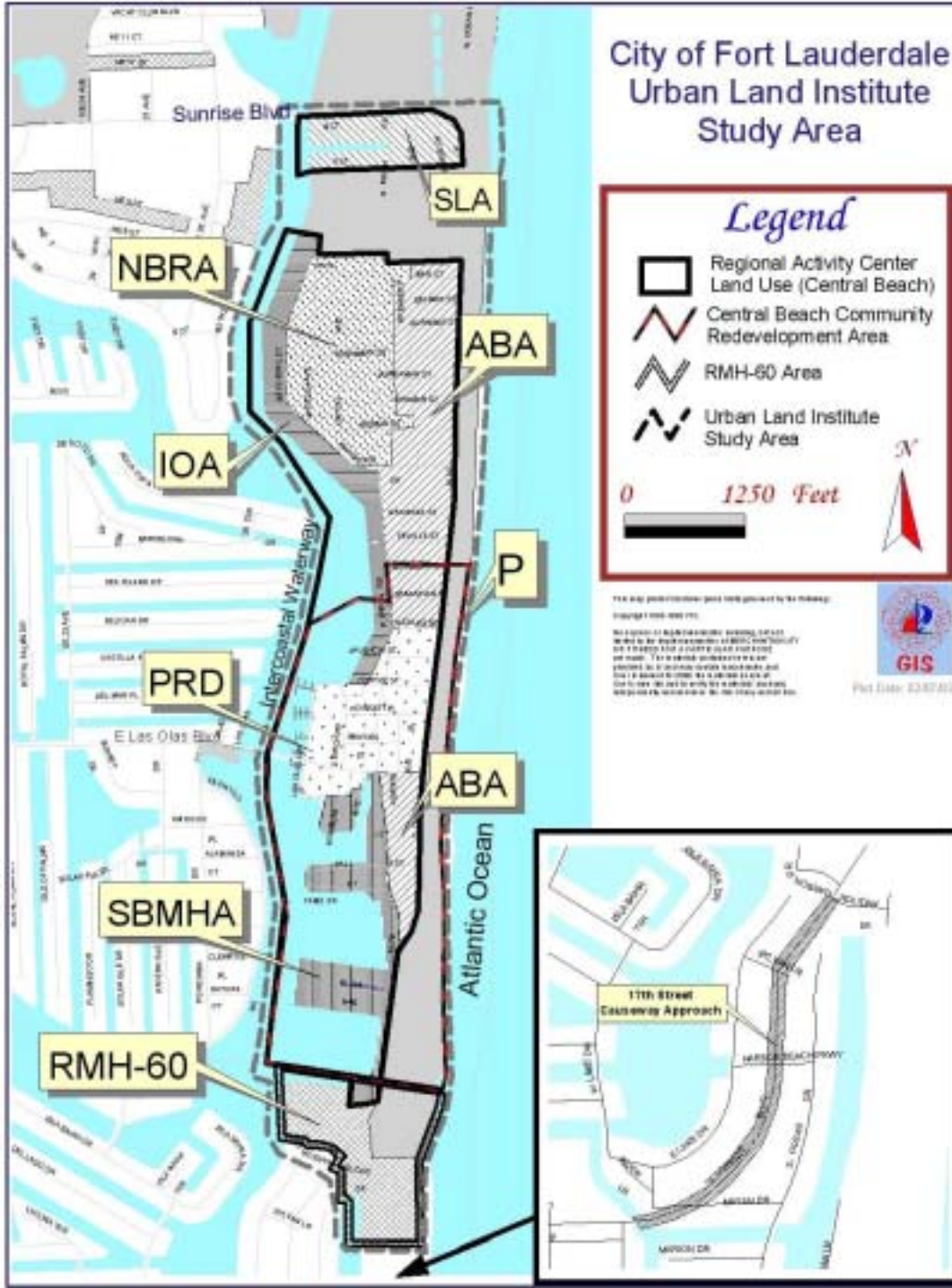
The BRAB received public and City staff input and comment on the report at its meetings of Dec 16, 2002, Jan 29, Apr 21, May 19, June 16, June 30 and Sept 3, 2003.

What follows is the result of this extensive review, and the recommendations of the City's Beach Redevelopment Advisory Board (BRAB).



ULI STUDY AREA

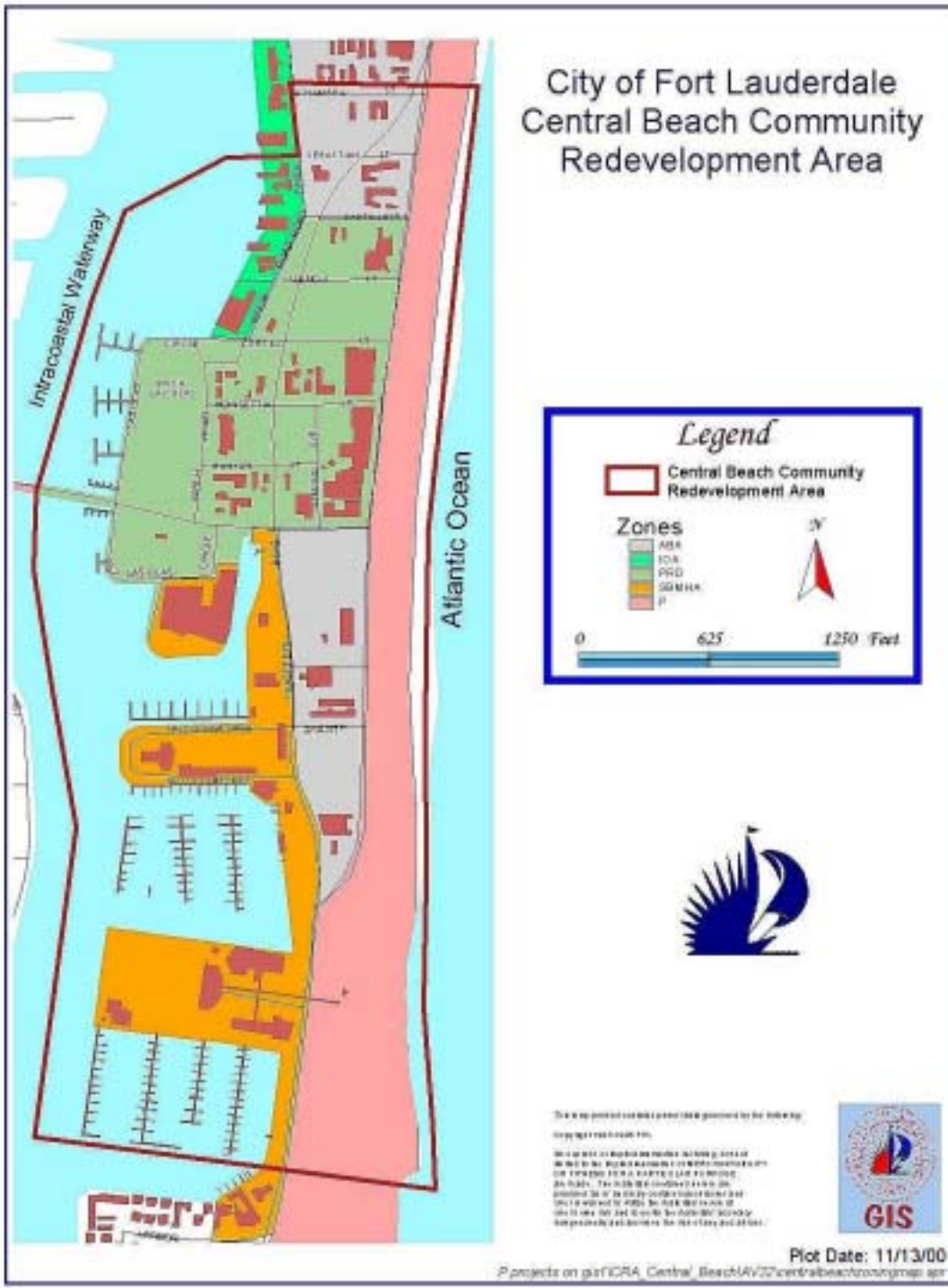
The ULI Panel was asked to review conditions and progress made since the 1988 ULI Study in the 455 acre Central Beach Regional Activity Center.

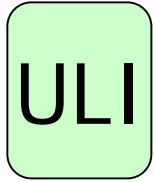




BEACH COMMUNITY REDEVELOPMENT AREA

The ULI Study Area includes the 125 acre Beach CRA.



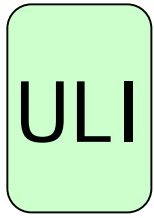


THE REPORT



The BRAB wishes to point out that the “Report” is not a comprehensive plan –

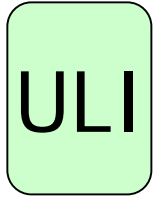
IT IS A CALL FOR ACTION!



THE REPORT



The “Report” comes at a time when issues ranging from maintenance and improvement to the infrastructure, new development and quality of life, and the continued viability of the Central Beach as a tourist destination have individually or collectively generated renewed interest in reviewing and re-evaluating Central Beach revitalization and redevelopment objectives.

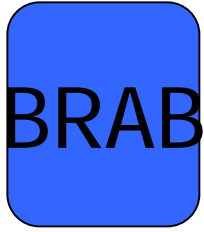


ULI'S CALL FOR ACTION



The statement in the “Report” could not be more true or appropriate where it is observed that the Central Beach is at the cross roads and the actions of current policy makers will decide for the near future a course of action that either fosters:

BENIGN NEGLECT
or
AFFIRMATIVE ATTENTION



Some pictures follow that show some
of the less attractive features of the
Central Beach



HOMELESS

BRAB



NEWSRACKS



**OVERGROWN LANDSCAPE
SPILLING INTO WALKWAYS**

BRAB



CONCRETE PEDESTALS OBSTRUCTING SIDEWALKS

BRAB



CONSTRUCTION- SOME OBSTRUCTION TO STREETS

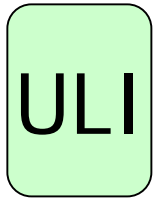
BRAB



BOARDED-UP AND DILAPIDATED BUILDINGS



**IN APPROPRIATE USES AND SIGNAGE - UNAPPEALLING
STOREFRONTS**

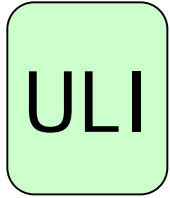


ULI REPORT – DISCUSSION TOPICS



The ULI “Report” and its recommendations is organized around the following principle topics:

- Market Potential
- Planning & Design Principles
 - (i.e. the Vision and the Master Plan)
 - (i.e. the Traffic Circulation and Parking Plan)
- Development Strategies (i.e Catalyst Projects)
- Implementation Plan (i.e. City Resources and Five-Year Plan)



ULI – IDENTIFIED MARKET POTENTIAL



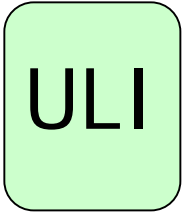
The ULI “Report” identifies what it believes to be current market forces directing opportunities for the Central Beach:

- A strong economic base with tourism and marine related engines
- More moderately-priced family segments are a good fit
- Upgrade street-level retail and physical appearance to extend visitor stay
- Encourage revitalization of historic properties
- Identify locations for marine-related and professional office space



The ULI “Report” recommends that the Vision and Master Plan be updated by outside consultants to reflect and capture the current market opportunities for the Central Beach.

This should be done in conjunction with public participation and consensus building.

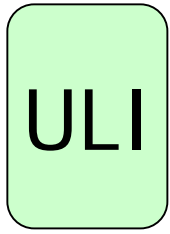


ULI – PLANNING & DESIGN STRATEGIES



Major implementation tools to be derived by updating the Master Plan include:

- A Clarified Vision
- Thematic Districts
- Market Testing and Revised Zoning if Warranted
- Clarification of the ULDR Approval and Permitting Process



ULI – PLANNING STRATEGIES REFINE THE VISION



ULI's Suggested Vision:

***“A Resort Community with a Beach
Lifestyle”***



BRAB RECOMMENDATION – ON THE VISION



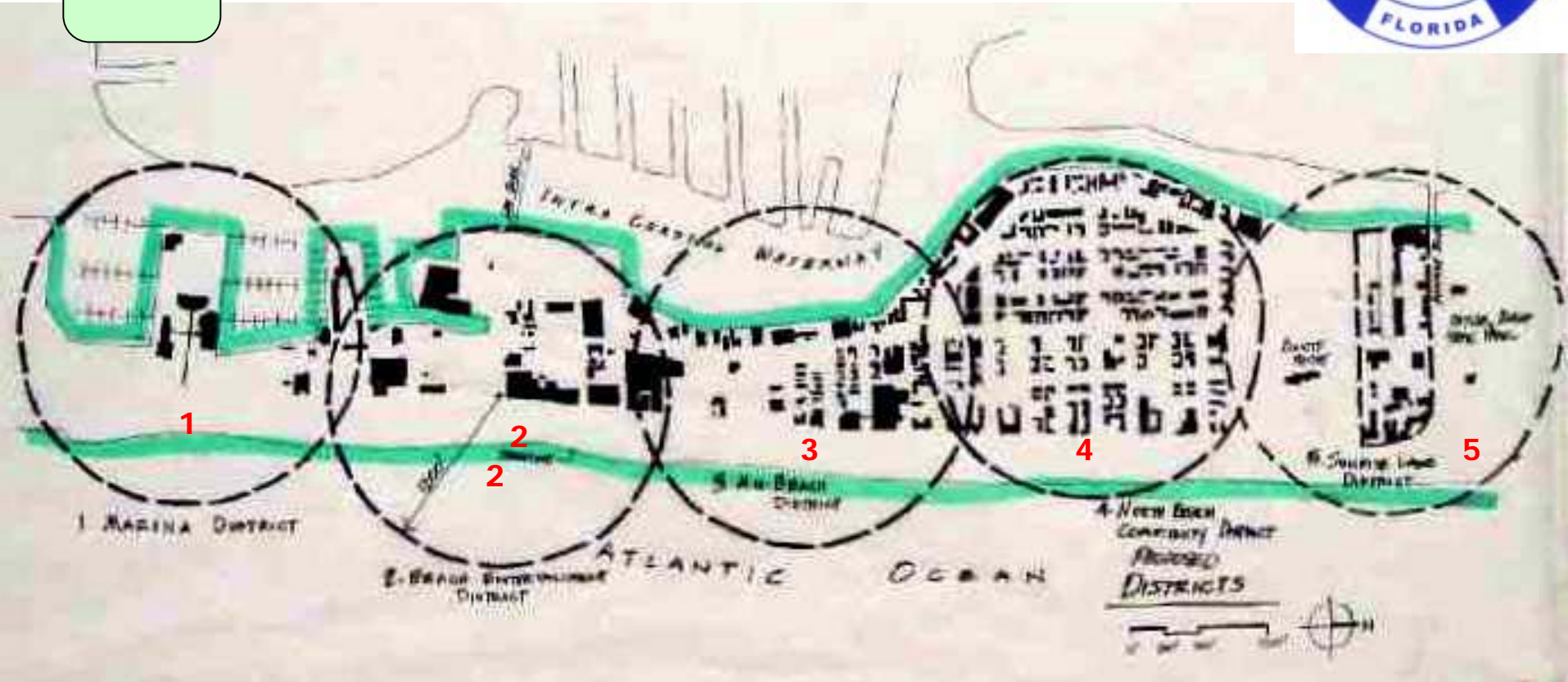
The BRAB finds this statement consistent with the intent of the Fort Lauderdale Beach 2020 Vision Statement previously developed by the BRAB and accepted by the City Commission in July 1998.

Further review is proposed during fiscal 2004 in order to update and modify the Fort Lauderdale Beach 2020 Vision Statement.

Emphasis shall continue to be placed on maintaining the reputation of Fort Lauderdale Beach as a “World Class Destination”.

ULI

ULI – CENTRAL BEACH THEMATIC DISTRICTS



1. Marina District
2. Beach Entertainment District
3. Mid-Beach District
4. North Beach Community District
5. Sunrise Lane District

This slide shows ULI's recommended Thematic Districts.



BRAB – RECOMMENDATION ON THEMATIC DISTRICTS



The BRAB endorses the concept of establishing Thematic Districts, but does not necessarily endorse ULI's proposed locations or naming designations.

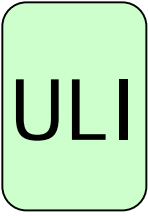


BRAB – RECOMMENDATION ON THEMATIC DISTRICTS



The BRAB recommends that up to \$25,000 be committed from this year's Beach CRA funds in order for EDSA to conduct two to three community workshops and work with the BRAB to establish the Thematic Districts to be recommended to the City Commission.

The emphasis shall be placed on image building (not regulatory) in order to assure design compatibility with the Central Beach Streetscape Master Plan.



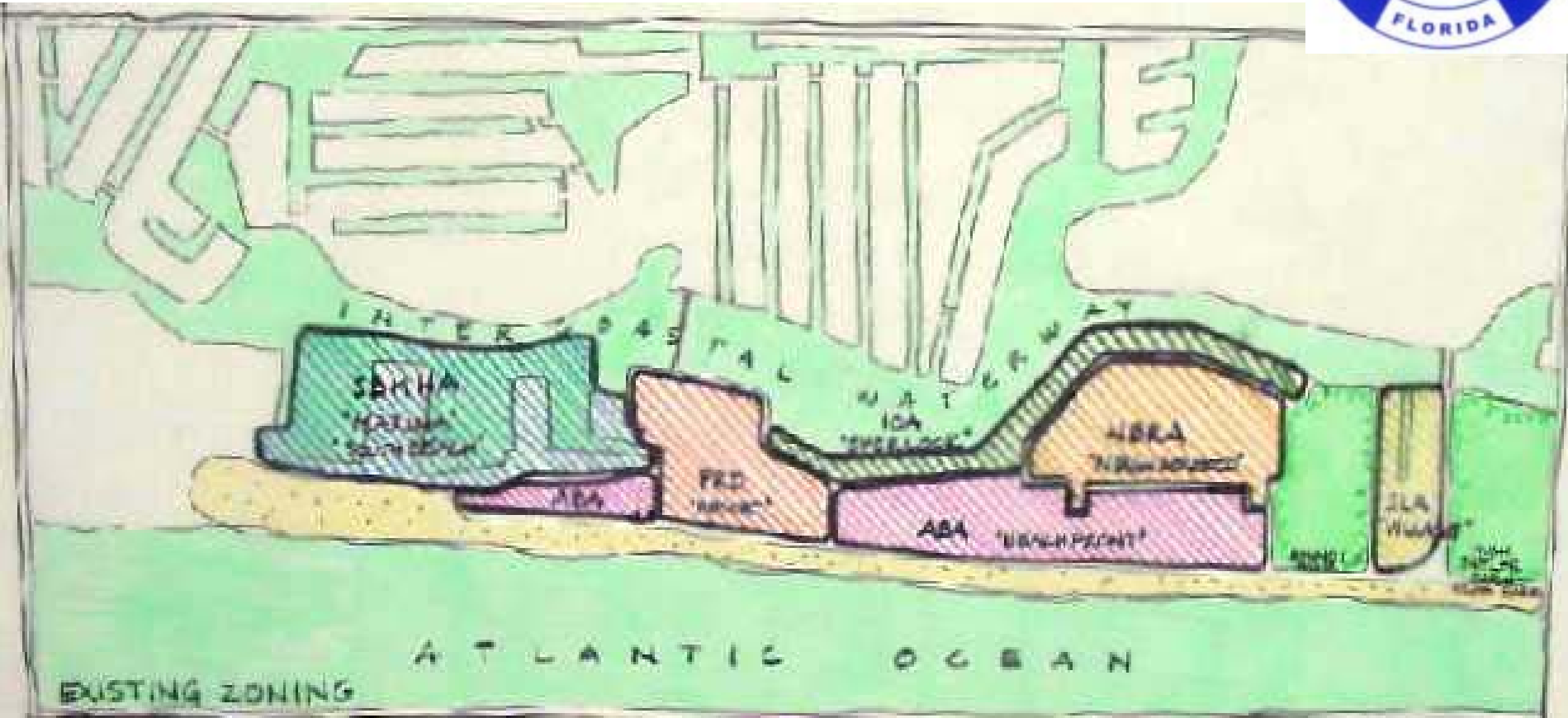
ULI – PLANNING STRATEGIES UPDATE THE MASTER PLAN



As illustrated on the next two slides, the “Report” identifies the:

- Existing zoning districts within the Central Beach; and
- Proposed revisions to Central Beach zoning districts, if supported, by market testing.

ULI – PLANNING STRATEGIES EXISTING ZONING



**"SBMHA" South Beach
Marina Hotel Area**



**"IOA" Intracoastal
Overlook Area**



**"NBRA" North Beach
Residential Area**



**"PRD" Planned Resort
Development Area**

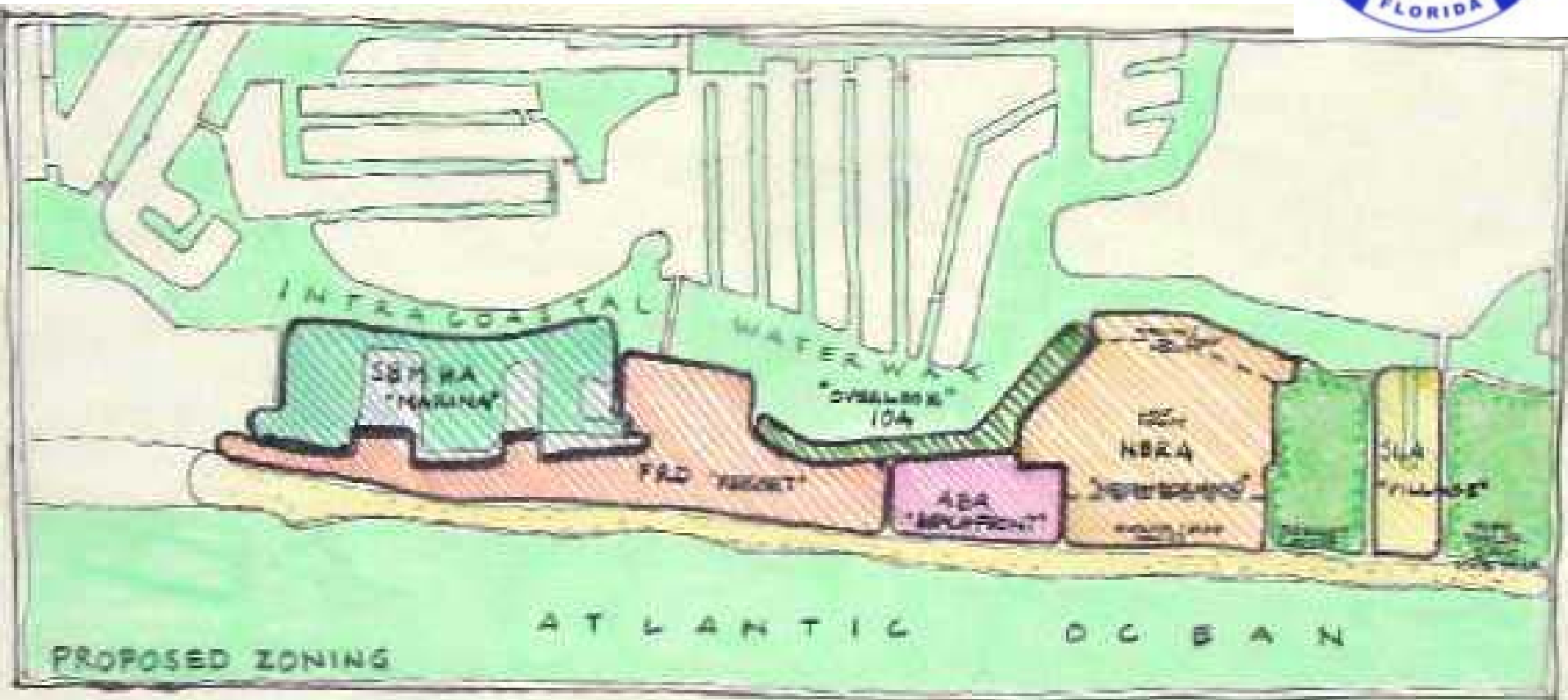


**"ABA" A-1-A
Beachfront Area**



**"SLA" Sunrise Lane
Area**

ULI – PLANNING STRATEGIES PROPOSED ZONING



**"SBMHA" South Beach
Marina Hotel Area**



**"IOA" Intracoastal
Overlook Area**



**"NBRA" North Beach
Residential Area**



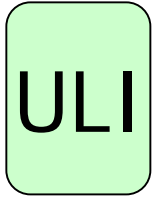
**"PRD" Planned Resort
Development Area**



**"ABA" A-1-A
Beachfront Area**



**"SLA" Sunrise Lane
Area**



ULI – PLANNING STRATEGIES MARKET TESTING



The ULI “Report” suggests that:

- there may not be a short term market for resort hotel development; and
- the current market is for more residential, including medium-high residential fronting A-1-A in the currently zoned A-B-A and NBRA districts.



BRAB – RECOMMENDATION ON REVISED ZONING



The BRAB points out that there are less than 1400 remaining residential units allowed by the City's Comprehensive Plan to be constructed in the Central Beach.

Without considerable additional study, the BRAB does not endorse at this time zoning changes that would place more residential development on A-1-A.



BRAB - RECOMMENDATION ON THE MASTER PLAN



The BRAB has been advised by City staff that to hire independent consultant(s) to undertake this effort would cost at least \$500,000.

As an alternative to updating the Master Plan, the BRAB concurs with the City staff's action plan to:



BRAB - RECOMMENDATION ON THE MASTER PLAN



- ✓ Codify currently approved zoning in progress in Year 1 (fiscal 2004).
- ✓ Work with residents and stakeholders in Years 2&3, in conducting the scheduled Community Action Program (CAP) initiative that will include the Central Beach.
- ✓ Re-assess in Years 4&5 whether further revisions to the adopted Master Plan are really necessary, and address any identified deficiencies in a more cost efficient manner.



BRAB - RECOMMENDATION ON THE MASTER PLAN



The BRAB is cognizant of current City budgetary limitations, and believes the call for action necessitates a more immediate response to some issues than a master planning process can provide.

The BRAB recommends the following additional measures be taken in fiscal 2004:



BRAB - RECOMMENDATION ON THE MASTER PLAN



- Prioritize review and development of a “Conservation Overlay District” for the NBRA and possibly the SLA zoning districts.

This will potentially help provide more timely relief to these two areas in order to encourage adaptive re-use and renovation of existing buildings without having to fully comply with all ULDR requirements for new development. It will not relieve property owners from compliance with the South Florida Building Code.



BRAB - RECOMMENDATION ON THE MASTER PLAN



- Review current policies and code for clarification on how “condominium hotels” are permitted in the A-B-A zoning district and how restricted uses are enforced.

Both of these recommendations would be acted upon in the next few months when the Commission approves the City’s Development Services fiscal 2004 list of prioritized projects.

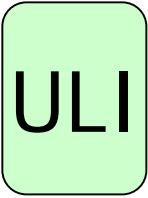


BRAB - RECOMMENDATION ON THE MASTER PLAN



The BRAB also believes that the City should continue to look for ways to clarify the approval and permitting process in order to streamline the process and provide more predictability.

Removing the uncertainty of what can and can not be developed will eliminate the present disconnect between real estate development and government regulation, and ultimately increase re-investment and quality redevelopment within the Central Beach.

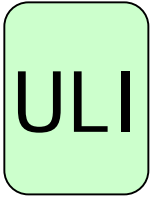


ULI – PLANNING STRATEGIES & DESIGN PRINCIPLES



The ULI “Report” recommends full implementation of the 1988 proposed 4+2 traffic circulation plan in order to:

- Create a more pedestrian friendly beach front environment,
- Improve the resort image with expanded walkways, bike lanes, and water taxi stops,



ULI – PLANNING STRATEGIES & DESIGN PRINCIPLES

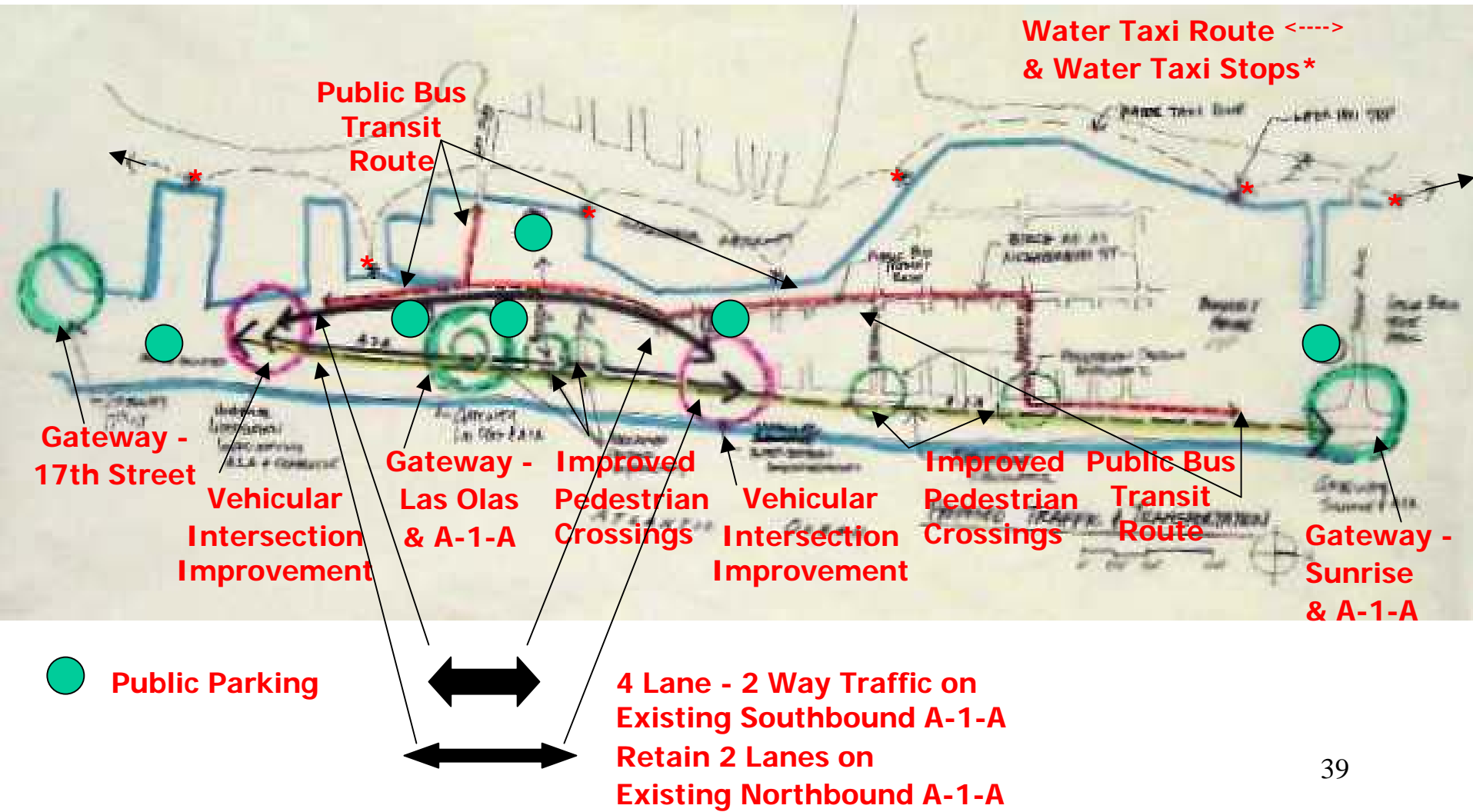


- Offer alternative routes for bus, service, and delivery traffic, and
- Provide additional and more convenient public parking.

The following slide illustrates the ULI's design principles for trafficways and parking.



ULI – PROPOSED TRAFFIC CIRCULATION & PARKING PLAN





BRAB - RECOMMENDATION ON THE TRAFFICWAYS PLAN



The BRAB has been advised by City staff and its consultants that it would cost an additional \$45 - \$50 million to implement the 4+2 Plan north of Las Olas Blvd.

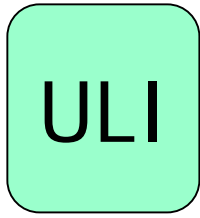
The BRAB recommends that the City:



BRAB - RECOMMENDATION ON THE TRAFFICWAYS PLAN



- Construct the modified 3+2 Plan currently in detailed design south of Las Olas Blvd.
- Continue to embrace a modified 4+2 Plan as the preferred concept to guide future planning for the expansion of the trafficways system north of Las Olas Blvd.



ULI – PROPOSED PARKING STRATEGIES



The ULI “Report” recommends that the City:

- Continue to develop its remote parking and transit shuttle program; but also to
- Acquire additional property and construct scattered site parking garages, and to
- Create an independent City-wide Parking Authority.



BRAB - RECOMMENDATION ON THE PARKING SYSTEM



The BRAB recommends that the City continue to develop its remote parking and transit shuttle program for sites on the barrier island.

The construction of the Palazzo Las Olas Project will implement the first phase of the plan, providing the amount of additional public parking determined by professional study to be warranted at that location.



BRAB - RECOMMENDATION ON THE PARKING SYSTEM



The BRAB does not endorse the ULI's recommendations encouraging further land acquisition for scattered site parking unless part of the remote parking plan.

The Sunrise Lane Area is considered by the BRAB to be the logical place on north Central Beach for a remote parking facility.

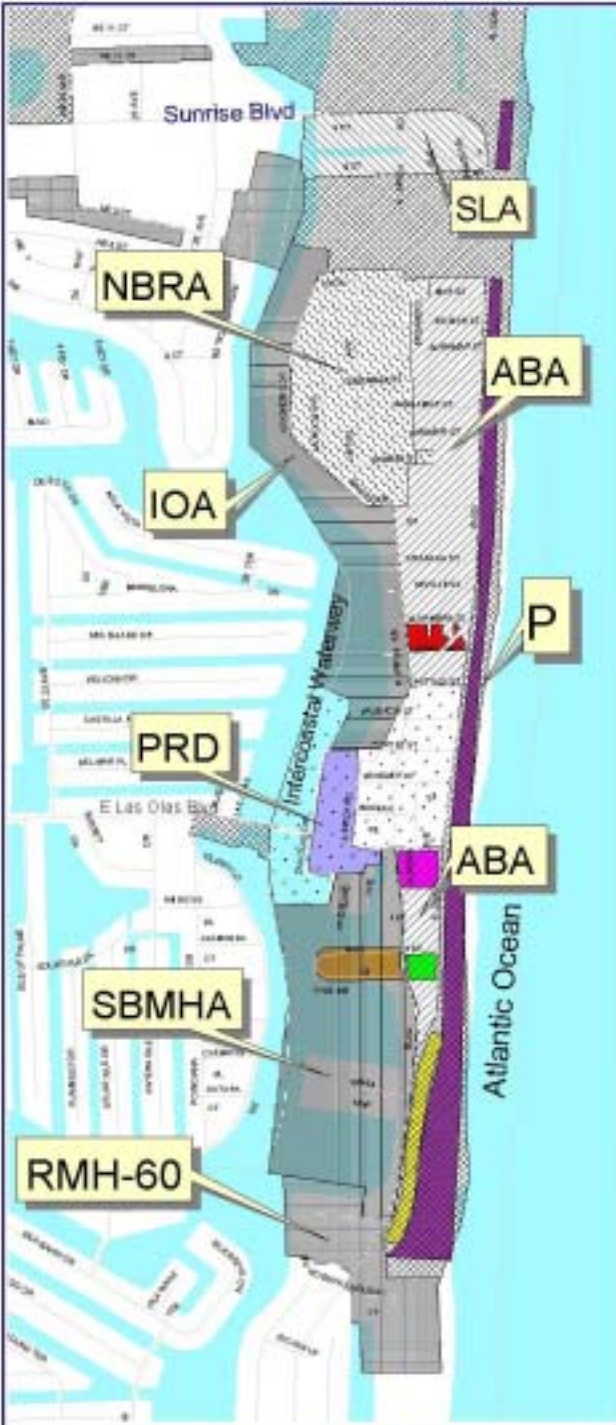


BRAB - RECOMMENDATION ON THE PARKING SYSTEM



The City should continue to maintain the current inventory of surface parking lots with only modest modification or adjustment. Future alternative uses for these properties should either incorporate retained or enhanced public parking, or should allow for a new use only after the need for public parking at these sites is clearly determined to no longer be needed.

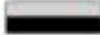
City of Fort Lauderdale Central Beach Public Properties



Legend

- Alhambra - Sebastian Block & Municipal Parking Lot
74 existing surface spaces; 8 handicapped spaces in adjacent roadway; 60 reserved surface spaces
2.56 Acres
- Las Olas Intracoastal Property & Municipal Parking Lot & Public Marina
574 existing surface spaces (to be replaced by 1,044 planned garage spaces when Palazzo Las Olas is built); 60 reserved surface spaces
10 +/- Acres
- Oceanside Municipal Lot
270 existing surface spaces
2.9 Acres
- Swimming Hall of Fame Site/ Fort Lauderdale Aquatics Center
100 existing surface spaces (planned for up to 300 surface and reserved parking spaces when the new FLAC is built)
5.1 Acres
- DC Alexander Park
35 existing surface spaces (probably to be removed when the new FLAC is built)
1.21 Acres
- South Beach Municipal Parking Lot
631 existing surface spaces
9.5 Acres
- Fort Lauderdale Public Beach (Within the Central Beach)
2 +/- Acres

0 900 Feet



The following map and legend shows the location of the current supply of municipal parking within the Central Beach.





BRAB - RECOMMENDATION ON THE PARKING SYSTEM



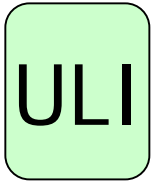
The BRAB does not endorse the ULI's recommendations to establish an independent Parking Authority that would operate City-wide. The City already possesses similar powers pointed out by the ULI as being the benefit of such an approach.



BRAB - RECOMMENDATION ON THE PARKING SYSTEM



The BRAB believes that the City Commission might wish to reflect in its long range financial planning how retained earnings in the Parking System Fund can be better dedicated to the purposes of the Parking System, and not relied on for purposes more appropriately paid for by the General Fund or other City resources.

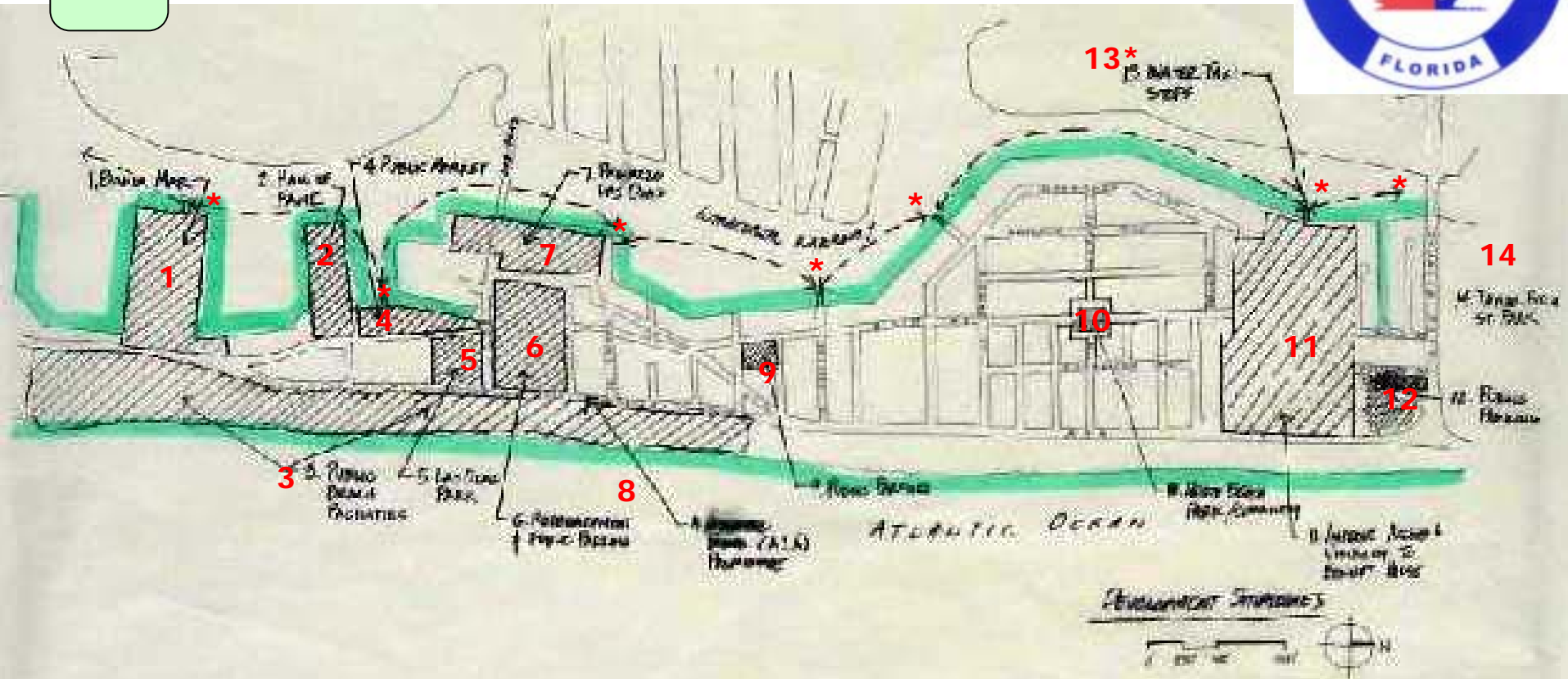


ULI – DEVELOPMENT STRATEGIES/ CATALYST PROJECTS



The ULI Report identifies 14 Catalyst Projects to undertake – most to be implemented within the next five years.

The following slides illustrate ULI's recommended projects and their locations.



- | | | |
|---------------------------------|--|---|
| 1. Bahia Mar Redevelopment | 7. Palazzo Las Olas/
Public Parking | 10. North Beach Community Park |
| 2. Hall of Fame | 8. A-1-A Promenade | 11. Bonnet House/Access -Visibility |
| 3. Public Beach Facilities | 9. Alhambra-
Sebastian/
Public Parking | 12. Sunrise Lane/Public Parking |
| 4. Public Market | | 13. Water Taxi Stops* |
| 5. Las Olas Park | | 14. H. Taylor - Birch State Park/
Access - Utilization |
| 6. Redevelopment/Public Parking | | |



BRAB - RECOMMENDATION ON CATALYST PROJECTS



BAHIA MAR

Redevelopment of this property needs to be encouraged and supported to include a new “world class” hotel that will be a show place for the beach.

Representatives of Bahia Mar should be urged to proceed with presenting plans for the upland development of the property, and the City should encourage use of the new PUD Ordinance in providing design flexibility.



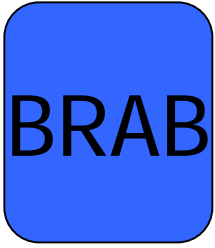
BRAB - RECOMMENDATION ON CATALYST PROJECTS



SWIMMING HALL OF FAME

The BRAB agrees that it would be nice to keep the ISHOF museum, but does not agree that it is essential to the success of the Aquatics Program.

The BRAB continues to support the re-building of the facility estimated to cost \$27 million +/- as its major funded initiative from the Beach CRA Five Year Plan.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



PUBLIC BEACH FACILITIES - GENERAL

The ULI's recommendation for centralized beach services (i.e. restrooms, lifeguard and locker facilities, police substation and food concessions) at Alexander Park is inconsistent with current programming directed towards enhancing park activities at that site in conjunction with the design for the new Aquatics Center.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



PUBLIC BEACH FACILITIES - RESTROOMS

The BRAB does recommend that City Parks and Recreation staff continue to explore additional possible locations for public restrooms.

Public Restroom Facilities should not be located on the sandy beach and should be incorporated into other public-private projects to the greatest extent possible.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



BEACH RECREATIONAL ACTIVITIES

The BRAB concurs with the ULI that the Central Beach needs more planned special events that are smaller in scale and held frequently. These should be programmed in a way to assist local merchants, and be attractive both to local residents and visiting tourists.

This should be pursued by City Parks and Recreation during fiscal 2004.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



HUGH TAYLOR BIRCH STATE PARK

The BRAB concurs with the ULI that improved coordination between City and State parks officials can lead to the expansion of recreational programming at this site, and should be pursued by City Parks and Recreation during fiscal 2004.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



A-1-A RESORT PROMENADE

The BRAB agrees that street level retail and restaurants need to continue to be encouraged along the west side of the Promenade, and that uniform guidelines for a façade program should be explored as a BRAB initiative during fiscal 2004.

The BRAB does not support the ULI recommendation for placement of seasonal carts or kiosks, and recommends that all the concrete seating blocks be removed to enhance pedestrian flow.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



PUBLIC MARKET

The BRAB does not endorse the recommendation to acquire property for a public market as a means to increasing activity on the beach.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



OCEANSIDE PARKING LOT/LAS OLAS PARK

The BRAB sees this site as crucial to the redevelopment of the Central Beach, and wants to explore future park and recreational open space enhancements while being sensitive to maintaining the proper balance of needed public parking in the area.

The idea of a band stand at this site is being explored as part of the design for the new Aquatics Center. The success of the City's efforts to construct remote parking facilities, including the Palazzo Las Olas Project, will facilitate the re-review of the Oceanside Lot.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



PALAZZO LAS OLAS

The BRAB continues to support and urges approval of the Palazzo Las Olas Project. It is consistent with the adopted Beach Redevelopment Plan, the approved Request for Proposals, and recent public parking demand studies for this site and the Central Beach.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



ALHAMBRA/SEBASTIAN BLOCK/ MID-BEACH PARKING GARAGE

This block should continue to provide surface parking and land-banked for future redevelopment with retained public parking provided.

In the interim, the BRAB recommends that the City clean-up and landscape the vacant City-owned lots on this block in order to improve the aesthetic environment.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



NORTH BEACH COMMUNITY DISTRICT SUNRISE LANE DISTRICT

The BRAB agrees that zoning incentives should be provided to preserve existing uses and encourage adaptive re-uses within the NBRA and SLA zoning districts without the necessity to fully comply to new development standards under the ULDR.

Approval of the BRAB's earlier recommendation to consider development of a Conservation Overlay District will address this need in a timely manner.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



CENTRAL BEACH STREETSCAPE PROGRAM

The implementation of this \$10 million Beach CRA funded initiative is enthusiastically supported by the BRAB. In addition to uniform streetscapes and entranceway identification features, pedestrian oriented wayfaring signage will also be incorporated into design objectives.

Approval of the BRAB's earlier recommendation to solidify the image to be created for the Thematic Districts will assure that signage and amenity features are consistent.



BRAB - RECOMMENDATION ON CATALYST PROJECTS



EXPAND PARKS AND OPEN SPACE

The BRAB supports the expansion of parks and open space, and views this as an essential Catalyst Project.

The BRAB understands that City Parks and Recreation will be working with Broward County to develop a beach greenways and open space plan. The BRAB will continue to provide input as these plans progress.



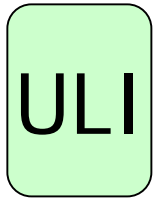
BRAB - RECOMMENDATION ON CATALYST PROJECTS



PUBLIC BEACH

The BRAB agrees that maintenance and re-nourishment of the beach in environmentally sensitive ways is essential, and an on-going responsibility.

The BRAB continues to support the replacement of the fiber optics in the Beach Wave Wall that is currently being re-bid, and will be scheduled for Commission approval in the next few months.



ULI – IMPLEMENTATION PLAN



The ULI “Report” suggested the implementation plan include:

- An Increase in City Financial Resources
- An Increase in City Human Resources
- An Increase in Beach Activities and Smaller Scale Special Events
- Prioritization and Implementation of Catalyst Projects Within a Five-year Time Frame



BRAB RECOMMENDATION ORGANIZATIONAL



The BRAB believes that additional financial and human resources should be dedicated to the beach, and certainly believes that existing levels of services are absolutely essential to be maintain.

Current proposed fiscal 2004 budget cuts affecting Central Beach maintenance and event programming need to be reconsidered.



BRAB RECOMMENDATION ORGANIZATIONAL



- The Central Beach must be kept clean 7-days a week all year.
- The Beach Wave Wall needs to be re-painted at least twice a year.
- Activities need to be increased so that the beach offers a variety of attractions and things to do for both our local families and our visiting tourists.



BRAB RECOMMENDATION ORGANIZATIONAL



The Beach CRA office is recommended in fiscal 2004 to supplement its additional requirements through continued use of consulting services and potentially additional staff assistance.

The BRAB concurs that the City Commission, this Board, other Advisory Boards and involved Civic Associations are all collectively the “Champions” for the Central Beach.



RECOMMENDATION FIVE YEAR PLAN



MAJOR CENTRAL BEACH PUBLIC PROJECTS AND INITIATIVES (FISCALS 2003-04 – 2008-09)

The BRAB previously commented extensively on its recommended priorities for implementation of public initiatives.

Over the course of fiscal 2004, those to be actively encouraged to be completed or significantly underway within the next five years include:



RECOMMENDATION FIVE YEAR PLAN



MAJOR CENTRAL BEACH PUBLIC PROJECTS AND INITIATIVES (FISCALS 2003-04 – 2008-09)

- ✓ Explore Feasibility and Prepare Building Façade Design Guidelines for Targeted Commercial Blocks
- ✓ Replace Beach Wave Wall Fiber Optic Lights (Complete)
- ✓ Re-nourish the Beach (Complete)



RECOMMENDATION FIVE YEAR PLAN



MAJOR CENTRAL BEACH PUBLIC PROJECTS AND INITIATIVES (FISCALS 2003-04 – 2008-09)

- ✓ Implement 3+2 Trafficways Plan (Complete Design, Approvals and Construct)
- ✓ Central Beach Streetscape Program (Complete Design, Approvals, Funding and Construct)
- ✓ Fort Lauderdale Aquatics Center (Complete Design, Approvals and Commence Construction)

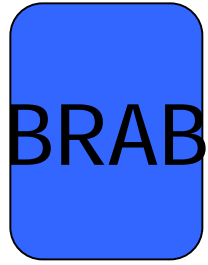


RECOMMENDATION FIVE YEAR PLAN



MAJOR CENTRAL BEACH PUBLIC PROJECTS AND INITIATIVES (FISCALS 2003-04 – 2008-09)

- ✓ Palazzo Las Olas (Complete Approvals and Construct)
- ✓ Bahia Mar (Complete Design, Approvals and Commence Construction)



BEACH REDEVELOPMENT ADVISORY BOARD

THIS CONCLUDES OUR RECOMMENDATIONS



THANK YOU